

TODAY

Open a Wells Fargo Checking PackageSM
and manage, save and organize your
money in ways that are best for you.

To learn more, talk with a Wells Fargo banker today.

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15-812_SFT_SHT_8.5x11.indd 1

5/24/07 2:18:54 PM



Client: WELLS FARGO
Job #: WFL-SP-P7-812
Description: PERIOD 4 PRIMARY
Pick-up Job #: NONE

Account Manager:	Aubri G	APPROVAL	DATE	OK/WC
Project Manager:	Maria D	APPROVAL	DATE	OK/WC
Group Creative Director:	Susan F	APPROVAL	DATE	OK/WC
Art Director:	Bret D	APPROVAL	DATE	OK/WC
Copy Writer:	Laura V	APPROVAL	DATE	OK/WC
Studio Artist:	Steve Yoshimura	APPROVAL	DATE	OK/WC
Production Manager:	Paul N	APPROVAL	DATE	OK/WC
Pre-press:	Toby F	APPROVAL	DATE	OK/WC
Art Buyer:	None	APPROVAL	DATE	OK/WC
Proof Reader:	Dani	APPROVAL	DATE	OK/WC
Previous Users:	Yoshimura, Steve/Pahn, Joel			

Document: 15-812_SFT_SHT_8.5x11.indd
Date: 5/24/07 2:18 PM

Live: 8 in x 10.5 in
Trim: 8.5 in x 11 in
Bleed: 8.75 in x 11.25 in
Gutter: None

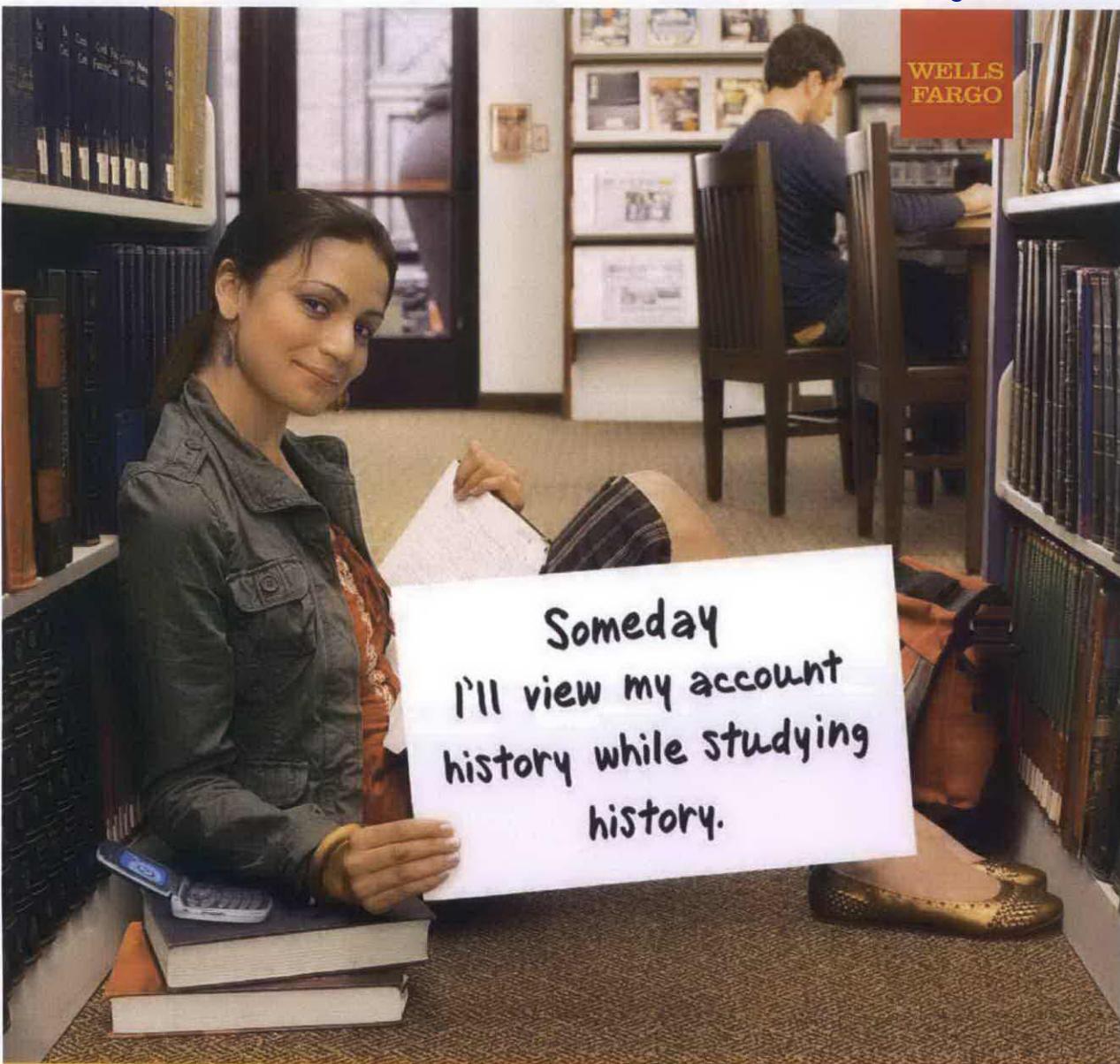
Notes: 8.5" x 11" Soft Sheet (15)
Manage Your Money
6C

Round:

FM

Used Fonts: Myriad Pro (Regular, Semibold)
Linked Content: WFL-SP-P7-812.H1.tif (CMYK; 361 ppi). TODAY.tif (Gray; 2666 ppi)

Cyan
Magenta
Yellow
Black
PMS 200 C
PMS 123 C



Today

With Wells Fargo MobileSM Service, you can check balances, transfer money and view your account history almost anywhere using your mobile phone.

To learn more, talk with a Wells Fargo banker today.

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Materials expire on 4/13/08. DDB-103-54 12/07

54-103_SFT_SHT_8.5x11.indd 1

1/24/08 3:50:31 PM

Client: WELLS FARGO
Job #: WFL-SP-P8-103
Description: PERIOD 2 PRIMARY
Pick-up Job #: NONE

Document: 54-103_SFT_SHT_8.5x11.indd
Live: 8 in x 10.5 in
Trim: 8.5 in x 11 in
Bleed: 8.75 in x 11.25 in
Mech scale: 8.100%

Date: 1-24-2008 3:50 PM
Printed at: None
Color(s): 6

Notes: 8.5" x 11" Soft Sheet (54)
Online Tools: Mobile banking
Girl in library

Round:

FM

Account Manager: Aubri G/Christine P
Project Manager: Maria D
Creative Director: Susan F
Art Director: Bret D
Copy Writer: Mark S/Edward V
Production Manager: Paul N
Pre-press: Michael L
Art Buyer: Amy R
Proof Reader: Dani
Studio Artist: Steve Yoshimura
Last edited by: Yoshimura, Steve/Pahn, Joel

APPROVAL DATE OK/WC
APPROVAL DATE OK/WC

Inks: Cyan, Magenta, Yellow, Black, PMS 123 C, PMS 200 C

Fonts: Marydale (Black), Myriad Pro (Regular, Semibold, Bold)

Links: WFL-SP-P8-103.P1.R1.tif (CMYK; 405 ppi)



T-38

TODAY

Check balances anytime,
anywhere, with our **FREE**
Wells Fargo MobileSM service.*

*For mobile carrier's text messaging and Web access charges may apply.

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Material design by 12/20/07 2008-021-44 500



Client: WELLS FARGO
Job #: WFL-SP-P7-827
Description: PERIOD 6 PRIMARY
Pick-up Job #: NONE

Account Manager: Aubrey G/Christine P. APPROVAL DATE: 07/07/08
Project Manager: Maria D. APPROVAL DATE: 07/07/08
Creative Director: Susan F. APPROVAL DATE: 07/07/08
Art Director: Bret D. APPROVAL DATE: 07/07/08
Copy Writer: Mark S. APPROVAL DATE: 07/07/08
Production Manager: Paul N. APPROVAL DATE: 07/07/08
Pre-press: Michael L. APPROVAL DATE: 07/07/08
Art Buyer: Amy R. APPROVAL DATE: 07/07/08
Proof Reader: Dani APPROVAL DATE: 07/07/08
Studio Artist: Steve Yoshimura APPROVAL DATE: 07/07/08
Last edited by: Yoshimura, Steve/Pahn, Joel APPROVAL DATE: 07/07/08

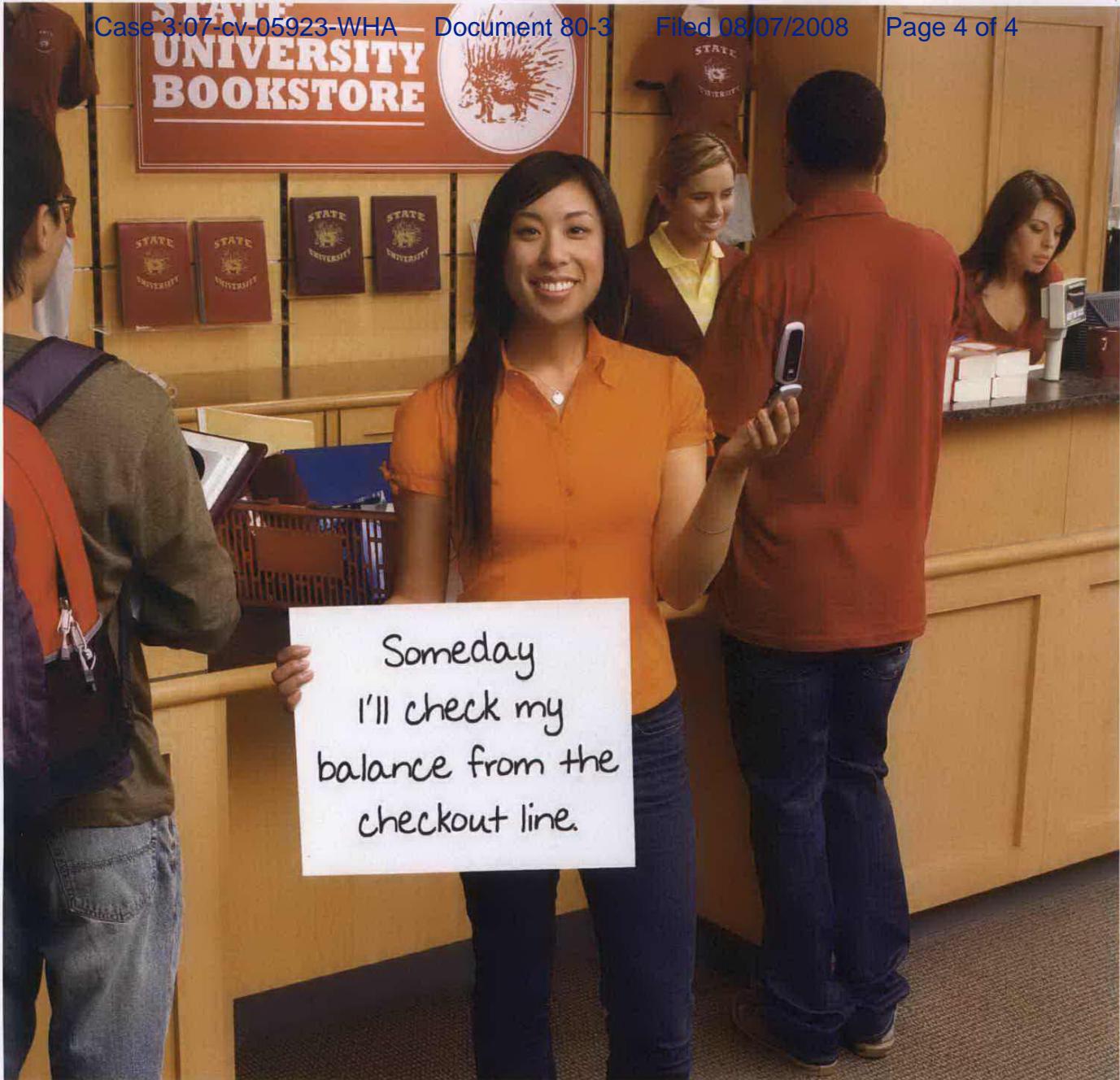
Document: 44-827_LRG_PSTR_30x28.indd
Live: None
Trim: 30 in x 38 in
Bleed: 30.25 in x 38.25 in
Mech scale: 100%

Date: 9/28/07 5:50 PM
Printed at: None
Colorist: 6

Notes: 30" x 38" Large Poster (44)
Online Station Kiosk Mobile Banking
Girl in Shopping Mall with Cell Phone

Round: 3

Inks: Cyan, Magenta, Yellow, Black, PMS 123 C, PMS 200 C, FPO KEYLINE
Font: Myriad Pro (Regular)
Links: WFL-SP-P7-827.K2.tif (CMYK, 137 ppi), WFL-SP-P7-827.Y.tif (CMYK, 389 ppi), TODAY.tif (Gray, 592 ppi)



180

Today

Access your accounts from
your mobile phone.



Client: WELLS FARGO

Job #: WFL-SP-P8-110

Description: PERIOD 3 PRIMARY

Pick-up Job #: NONE

Account Manager	Advertiser	APPROVAL	DATE	COPIES
Project Manager	Marie D x1594			
Creative Director	Susan F x1595			
Art Director	Brett D x1518			
Copy Writer	Mark S/Edward V			
Production Manager	Paul N			
Pre-press	Michael L x1520			
Art Buyer	Amy R			
Proof Reader	Dani x1518			
Studio Artist	Steve Yoshimura x1690			
Last edited by	Yoshimura, Steve/Saito, Dennis			

Document: 34-110_LRG_PSTR_30x38.indd

•Live: None
•Trim: 30 in x 38 in
•Bleed: 30.25 in x 38.25 in

Mech scale: 100%

Inks: •Cyan, •Magenta, •Yellow, •Black, •PMS 5783 C, •PMS 200 C

Fonts: Marydale (Black), Myriad Pro (Bold, Regular)

Links: WFL-SP-P8-110.LRG.R2.cdr (CMYK, 300 ppi)

Date: 3-14-2008 10:40 AM | Notes: 30" x 38" Student Trick Lrg Poster (34) | Round:

Printed at: None
Color(s): 6
Mobile banking
(Get in college bookstore)



EXHIBIT 20

WFB-G 04017